

Quickly validate your customer's age and protect your business from underage users.

In today's ever-changing world, companies are using many different methods to conduct business and reach an increasing number of customers.

When online, telephonic and in-person transactions involve products and services that legally require the purchaser or user to be of a specific age, companies must perform the appropriate due diligence in order to verify identities and ages—regardless of the manner in which the purchases are made.

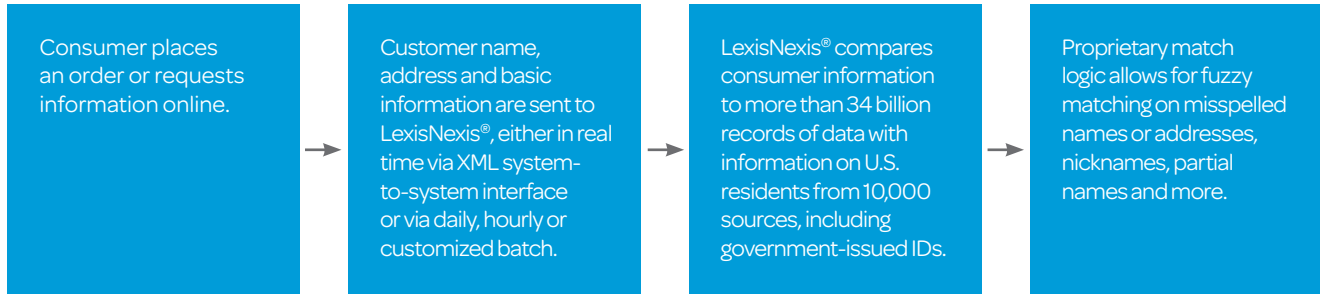
Accept orders with confidence

While the Internet can be a great source of revenue for companies, it can also pose additional risk—simply because online and face-to-face transactions must be validated in different ways. The importance of verifying an individual's age cannot be understated when it comes to the sale of products that are intended only for adult consumption. Companies cannot afford to make a mistake when selling such products. Equally important, when creating an online community—such as a dating or dieting site—companies must ensure that the website's users are legally able to access those services, in order to protect the audiences served by such sites.

LexisNexis® Instant Age Verify can help solve an age verification problem. Using one of the largest databases of consumer information, we use proprietary match logic algorithms and multiple data elements to confirm the consumer's identity and determine age.



How Does LexisNexis Instant Age Verify Work?



Let LexisNexis be your solution for trusted, reliable age verification that helps—not hinders—your business process

- Since 2003, LexisNexis Instant Age Verify has processed more than 51 million age verification requests.
- We manage all databases internally, providing greater security and confidence.
- Our solutions work with virtually any system and our proven technology is available 24 hours a day, seven days a week.
- We offer flexible product options, allowing you to choose XML for real-time results or batch for convenience.
- Our implementation and training teams have vast experience in Instant Age Verify solutions.

For more information:

Call 800.342.5339 or visit lexisnexis.com/instantageverify

About LexisNexis Risk Solutions

LexisNexis Risk Solutions (www.lexisnexis.com/risk) is a leader in providing essential information that helps customers across all industries and government predict, assess and manage risk. Combining cutting-edge technology, unique data and advanced scoring analytics, we provide products and services that address evolving client needs in the risk sector while upholding the highest standards of security and privacy. LexisNexis Risk Solutions is part of Reed Elsevier, a leading publisher and information provider that serves customers in more than 100 countries with more than 30,000 employees worldwide.

LexisNexis Instant Age Verify solutions can be used by many types of businesses to quickly and easily confirm an individual's age:

- Manufacturers of age-restricted products, such as alcohol, tobacco and firearms
- Fulfillment firms that ship or deliver age-restricted products
- Internet businesses such as dieting sites or dating services
- Firms that manage membership clubs for Internet businesses or products which have age requirements



The LexisNexis Instant Age Verify services are not provided by "consumer reporting agencies," as that term is defined in the Fair Credit Reporting Act (15 U.S.C. § 1681, et seq.) ("FCRA") and do not constitute "consumer reports," as that term is defined in the FCRA. Accordingly, the LexisNexis Instant Age Verify service may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another purpose in connection with which a consumer report may be used under the FCRA. Due to the nature of the origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified. LexisNexis and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. Other products and services may be trademarks or registered trademarks of their respective companies. Copyright © 2011 LexisNexis. All rights reserved. NXR01314-2 1211